LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Com.** DEGREE EXAMINATION – **CORPORATE SEC.**

FIRST SEMESTER – **NOVEMBER 2012**

# BC 1501 - BUSINESS ENVIRONMENT

 Date : 10/11/2012 Dept. No. Max. : 100 Marks

 Time : 1:00 - 4:00

**PART – A**

**Answer ALL questions: (10 x 2 = 20 Marks)**

1. Describe ‘Environmental analysis’.
2. What is Consumerism?
3. What is macro environment of business?
4. What is mixed economy?
5. Define Business ethics.
6. What is responsibility of business to employees?
7. What is GATT?
8. State any two objectives of WTO.
9. What is meant by CSR initiatives of business?
10. State any two reasons for resistance to globalization.

**PART - B**

**Answer any FIVE questions: (5 x 8 = 40 Marks)**

1. Write a note on internal environment of business.
2. Describe SWOT Analysis.
3. What is Constitutional environment?
4. Summarize the Five year plans of India.
5. Write a note on the impact of political environment on business.
6. Define ‘Business’. State the important business goals.
7. What are your views on the outcome of foreign direct investment in the retail sector of India?
8. Why is it important to protect the natural environment of the country?

 **PART - C**

**Answer any TWO questions: (2 x 20 = 40 Marks)**

1. Explain the positive and negative outcomes of globalization on the Indian Economy.
2. What are consumer rights? How does the Consumer Protection Act help the consumer?
3. Describe the role of the Government in regulation and development of industries in India.

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